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A Study on Strategic Role of Logistics Management at Greenwich Meridian Logistics (India) Pvt. Ltd., Tirupur

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ABSTRACT: In today's competitive business environment, ensuring efficient logistics management is vital for companies to thrive. It involves the seamless coordination of various activities such as procurement, transportation, warehousing, and inventory management. Effective logistics management supports the company's ability to meet customer expectations. Ultimately, logistics management is not just about moving goods; it is a strategic function that drives value across the business. The objective of the study is to analyse the logistics management at Greenwich Meridian Logistics (India) Pvt. Ltd., Tirupur. Sample size is 132. Descriptive research design and Convenience sampling techniques were used for the study. Primary data and secondary data have been used in the study. Simple percentage analysis, chi square analysis and correlation analysis have been applied in this study to reach the finding of the study. It is found that there is some significant relationship between gender of the respondents and logistics relationship. It is concluded that the customer satisfaction can be achieved only by the service performance offered by the company especially from logistics side. The study highlights the strategic importance of logistics management in enhancing operational efficiency and customer satisfaction at Greenwich Meridian Logistics (India) Pvt. Ltd. It emphasizes the need for stronger customer relationships, improved service performance, and alignment with customer expectations to remain competitive. Addressing these aspects can help the company streamline processes, reduce costs, and achieve sustainable growth.

KEYWORDS: Strategic role, Logistics management, customer satisfaction and Service performance

I. INTRODUCTION

Logistics refers to the strategic movement of goods and services from one place to another. The term was originally used to describe the transportation of military supplies to soldiers on the front line, but with the rise of e-commerce and online shopping, logistics is now integral to the global supply chain process, and it encompasses the procurement, storage and distribution of materials that power the economy.

Logistics management is a supply chain management component that is used to meet customer demands through the planning, control and implementation of the effective movement and storage of related information, goods and services from origin to destination. Logistics management helps companies reduce expenses and enhance customer service. A logistics strategy is a set of principles, attitudes and driving forces that guide the coordination of plans, goals, and policies between the partners across a supply chain. Logistic strategies refer to the process of delivering and receiving goods in the most efficient manner while also maintaining a high level of quality services.

II. STATEMENT OF THE PROBLEM

In the era of digitalization, logistics plays an integral role in optimizing the supply chain processes and enhancing the customer experience. Businesses understand the importance of logistics management as it is a critical element to determine how the goods are acquired, stored, and transported to the end consumer. Supply chain management is a complex task so embracing smooth functioning of logistics management is essential to keep pace with the changing trends. Therefore, streamlining and developing an effective logistics strategy is the only way to scale the business.

Objectives of the study

- To analyze the logistics relationship between the company and the customers.



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- To study the logistics service performance of the company.
- To examine the expectations of customers concerning logistics services provided by the company.
- To obtain suggestions from the respondents to enhance the strategies to implement in logistics management

III. REVIEW OF LITERATURE

Siti Maemunah, Baehaqi Syakbani (2021) This study introduces a new conceptual framework related to the logistics strategy of halal products on customer loyalty. The provision of halal products must be carried out in a Muslim country, namely Indonesia. Products that provide halal certification for these products are LPPOM MUI Indonesia Halal Products, LPPOM MUI, 2020. This methodological study was built and developed from several previous studies. This research is quantitative research with SEM. This finding is the importance of halal product logistics strategy and product quality will influence consumer behavior. Consumer behavior is related to customer satisfaction and customer loyalty.

Petter Haglund, Martin Rudberg (2022) This paper addresses the logistics strategy process in building contractor organisations. Contingency studies within logistics and supply chain management have shown a need for longitudinal studies on fit. The purpose of this paper is to investigate the logistics strategy from a process of establishing fit perspective. A large Swedish building contractor's logistics strategy process was analysed using a longitudinal single-case study for a period of 11 years (2008–2019). The case study reveals three main constraints to logistics strategy implementation: a dominant purchasing organisation, a lack of incentives and diverging top-management priorities.

Akkartal, G. R., & Culhaoglu Uludag, C. (2022). This study aims to determine the changes in the changing competition, growth, and customer strategies within the scope of the logistics management of the COVID-19 process that affects the whole world. The study will be carried out in the form of an interview, and it will be evaluated how the changes in the supply chain processes during the pandemic process reflect on the competition, growth, and customer strategies business basis. According to the results, recommendations will be made to companies operating in the logistics sector in parallel with the changes in competition, growth, and customer strategies. The study results include the need for speed, digitization, improving the quality of customer relationships, working from home, and expanding e-commerce to create a competitive advantage.

IV. METHODOLOGY

The study has covered the strategic role of logistics management at Greenwich Meridian Logistics (india) Pvt. Ltd., Tirupur. The analysis is based only on the opinion and perception of employees. The total number of sample drawn for the study is 132 respondents. Sampling unit is in Tirupur. Questionnaire has been framed and used to collect the data in order to analyse the objectives of the study. Descriptive research design and Convenience sampling techniques have been used for the study. Simple percentage analysis, Chi square analysis and correlation have been applied to reach the findings in the study.

IV. DATA ANALYSIS AND INTERPRETATION

	Categories	Frequency	Percentage
Gender of the respondents	Male	92	70.0
	Female	40	30.0
Age of the respondents	Below 20	33	25.0
	21-30	51	38.3
	31-40	24	18.3
	41-50	11	8.3
	Above 50	13	10.0
Educational qualification of the respondents	Higher Secondary	15	11.7
	Graduate	54	40.8
	Post Graduate	24	18.3
	Diploma	22	16.7
	Others	17	12.5



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The above table shows that the majority (70.0%) of the respondents are male, the majority (38.3%) of the respondents are in the group of 21-30 and the majority (40.8%) of the respondents have completed Graduate

Logistics relationship

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The company has effectively conducted the customer survey to understand the customer needs and wants frequently.	26 (20.0%)	50 (37.5%)	29 (21.7%)	14 (10.8%)	13 (10.0%)
The customers' meeting and other meetings to take important decisions are clearly defined by earlier.	17 (12.5%)	33 (25.0%)	50 (37.5%)	16 (12.5%)	16 (12.5%)
The web portal having customers login system which is more useful to proper information sharing.	50 (37.5%)	42 (31.7%)	12 (9.2%)	15 (11.7%)	13 (10.0%)
The services related information and bills settlements details has updated on real time.	39 (29.2%)	40 (30.0%)	28 (20.8%)	11 (8.3%)	14 (11.7%)
The service delay and work break downs have informed through proper channel.	22 (16.7%)	28 (20.8%)	63 (47.5%)	15 (11.7%)	4 (3.3%)

The above table shows that the majority (37.5%) of the respondents are agree towards the company has effectively conducted the customer survey to understand the customer needs and wants frequently, the majority (37.5%) of the respondents are neither agree nor disagree towards the customers' meeting and other meetings to take important decisions are clearly defined by earlier, the majority (37.5%) of the respondents are strongly agree towards the web portal having customers login system which is more useful to proper information sharing, the majority (30.0%) of the respondents are agree towards the services related information and bills settlements details has updated on real time and the majority (47.5%) of the respondents are neither agree nor disagree towards the service delay and work break downs have informed through proper channel.

Service performance

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
10. The company employees give proper solutions to customer's questions or complaints.	53 (40.0%)	33 (25.0%)	22 (16.7%)	17 (12.5%)	8 (5.8%)
11. The company frequently brings to customer's knowledge the work in progress and settlements.	44 (33.3%)	37 (28.3%)	24 (18.3%)	21 (15.8%)	6 (4.2%)
12. The Management Representative and other Employees are very courteous.	26 (20.0%)	53 (40.0%)	22 (16.7%)	17 (12.5%)	14 (10.8%)
13. The value added services is highly exclusive	40 (30.0%)	35 (26.7%)	29 (21.7%)	18 (13.3%)	10 (8.3%)
14. The company offers different logistics services for different customers which has a strategic advantage.	35 (26.7%)	42 (31.7%)	24 (18.3%)	18 (13.3%)	13 (10.0%)



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The above table shows that the majority (40.0%) of the respondents are strongly agree towards the company employees give proper solutions to customer's questions or complaints, the majority (33.3%) of the respondents are strongly agree towards the company frequently brings to customer's knowledge the work in progress and settlements, the majority (40.0%) of the respondents are agree towards the management representative and other employees are very courteous, the majority (30.0%) of the respondents are strongly agree towards the value added services is highly exclusive and the majority (31.7%) of the respondents are agree towards the company offers different logistics services for different customers which has a strategic advantage.

V. CHI-SQUARE ANALYSIS- RELATION BETWEEN THE GENDER OF THE RESPONDENTS AND LOGISTICS RELATIONSHIP

Hypothesis testing

Null hypothesis (Ho): There is no significance difference between gender of the respondents and logistics relationship.

Alternative hypothesis (H1): There is some significance difference between gender of the respondents and logistics relationship.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	132.000 ^a	17	.000
Likelihood Ratio	161.940	17	.000
Linear-by-Linear Association	87.262	1	.000
N of Valid Cases	132		

a. 27 cells (75.0%) have expected count less than 5. The minimum expected count is .30.

Interpretation:

As per the above table, it is inferred that the P value is .000; it is significant to 5% (0.05) significant level. The minimum expected count is .30. Thus null hypothesis is rejected and accept alternative hypothesis. It is found that there is some significant relationship between gender of the respondents and logistics relationship.

Correlation analysis -relationship between age of the respondents and service performance

Hypothesis testing

Null hypothesis (Ho): There is no significant relationship between age of the respondents and service performance.

Alternative hypothesis (H1): There is some significant relationship between age of the respondents and service performance.

Correlations			
		AGE OF THE RESPONDENTS	SERVICE PERFORMANCE
AGE OF THE RESPONDENTS	Pearson Correlation	1	.970**
	Sig. (2-tailed)		.000
	N	132	132
SERVICE PERFORMANCE	Pearson Correlation	.970**	1
	Sig. (2-tailed)	.000	
	N	132	132



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Interpretation:

The Above table indicates that out of 132 respondents, co-efficient of correlation between age of the respondents and service performance is 0.970. It is below 1. So there is Positive relationship between age of the respondents and service performance.

VI. SUGGESTIONS

- The company must often conduct feedback from the customers in order to understand their wants and needs from the company to fulfill that.
- Important decisions must be taken from the customer's meeting and other meeting in order to have strengthened the logistic performance.
- The web portal must be a strong one to have effective information sharing with customers and its stakeholders.
- There must be updated information regarding bills settlements and due of the customers to share instantly to the customers and stakeholders to take decision.
- The company must convey the work in progress position and work completion with the customers as and when required for the customers convenience.
- The staff of the company must be very courteous with the customers as well as the logistics executives must be have good rapport with other department's staff.
- There must be highly exclusive value added services from logistics department side to all the departments in the company.
- The company must provide various range of logistics services for various customers by understanding their needs and requirements. It will help the company to have strategic advantage in the industry.

VII. CONCLUSION

Logistics management is one of nowadays tools to face economic challenges; it's a mix of business and core activities of the organization. The supply and distribution activities integrated together form what's known as logistics activities. The logistics activities within a business organization attempt to satisfy customers through achieving the time and location related market challenges and also through the cost of the service provided as well as the quality, taking into consideration customers needs and purchase power. Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses. The way to maintain the company's position within a changing market and increase profit starts by focusing on the service provided to the customer and on decreasing the cost, logistics activities became the backbone of these organizations that target the customer satisfaction while achieving competitive advantage. Hence the customer satisfaction can be achieved only by the service performance offered by the company especially from logistics side.

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